

From: [Hogan, Mark](#)
To: [Noreen Walsh](#)
Cc: [Karl Fleming](#); [Heather Johnson](#); [Susan Abele](#); [David Kimble](#); [Clint Wirick](#); [Will Meeks](#); [Michael Thabault](#); [Matt Kales](#)
Subject: Re: Requested comments from PFW folks on the WAFWA Invasive Plant report.
Date: Tuesday, March 17, 2015 8:22:30 AM
Attachments: [WAFWA Invasive Review Key Messages.docx](#)

A second look yielded a few more thoughts and suggested contacts.

Mark

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On Sat, Mar 14, 2015 at 10:42 AM, Noreen Walsh <noreen_walsh@fws.gov> wrote:

Dear all,

Thank you very much for your time and effort. No worries about the format Karl – I was just looking for your good ideas! I will share your general comments with the authors of the report and I know they will appreciate it.

Where you all could really help a little more is fleshing out the last section of your document “Recommendations for Rolling Out the Report.” For example:

What are those key messages for the key audiences you list? What are the best ways to communicate them?

Are there upcoming gatherings or meetings, etc, that would provide a good insertion point to have the authors attend and talk about the report?

Or perhaps other means of reaching the ranching/grazing community besides meetings?

Are there areas of content that will be easily misinterpreted or that will provide “flash-points” we should actively work to avoid through careful thought and phrasing?

How do we roll out this report to best capitalize on a common goal of invasive weed management, and not inadvertently cause a wedge to form between us and this community?

Please share specific thoughts along those lines as soon as possible this coming week, and then I can enlist EA and others to help run with your ideas.

Many thanks - I am optimistic that this effort arising out of WAFWA’s work, the convergence with sage-grouse conservation, and rising concern about the impacts of climate change may help turn the tide in this fight against invasives. Your assistance in helping us communicate with the ranching community is invaluable - you are the group with the unique knowledge and perspective to help.

Noreen

Noreen Walsh

Regional Director

Mountain-Prairie Region

U. S. Fish and Wildlife Service

303 236 7920

From: Fleming, Karl [mailto:karl_fleming@fws.gov]

Sent: Friday, March 13, 2015 4:05 PM

To: Noreen Walsh

Cc: Heather Johnson; Mark Hogan; Susan Abele; David Kimble; Clint Wirick

Subject: Requested comments from PFW folks on the WAFWA Invasive Plant report.

I apologize if the format etc is not correct. I was not able to compile the comments in a timely enough manner that would allow Heather to review and still submit by the request deadline of 3/13/15.

--

Karl Fleming

Utah State Coordinator

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Key Messages:

With the document covering fiercely independent western states, adding any layer of control is never very popular with locals as well as when the feds think they can tell "us" what to do. A soft sell approach works best in these cases "We are not trying to re-invent the wheel. What we're looking for is what's working on the landscape already... how can we support and complement these ongoing efforts. In locations where it's not shake, rattling and rolling, how can we replicate successful efforts in these neighborhoods " Overall, invasive species should be a somewhat easy sell since it's high on the list for most landowner partners and local, state and federal agencies. Continually recognize the body of good work the states and local weed and pest office have done, these guys are the boots in the trenches. How does it go, the best way to communicate is listen... ask audience input on what works and how can agency resources assist.

A side note, I'm from the old school of carpet bombing the landscape with chemical, it surprised me recently when I talked with several county Weed and Pest supervisors on the state classification of snowy milkweed as a weed (monarch stuff), that the interest in butterflies and attitude that weeds can be beneficial habitat really surprised me. The level of sophistication controlling weeds has really improved, these guys a lot of times are on the cutting edge using GIS mapping of control areas, targeted chemical applications synchronized with GPS, biocontrol usage, etc. I guess I mention this more or less again to reinforce that local staff would appreciate being heard, a foot in the door.

Additional flashpoint: Recommendation 7 may draw some fire since it sounds top down management...Conduct a comprehensive evaluation, including potential restructuring, of the funding and personnel model for invasive species management programs at all levels across federal, state and county agencies and governments.

Potential Audience Leads:

Most professional societies like Wildlife Society, Range society, Weed Science Society of America (WSSA), have completed their annual meetings. However, these groups have a news and updates section on their social media outlets plus committee/board meeting are held several times during the year.

Some key contacts if not already:

Wyoming Weed & Pest Council

The Wyoming Weed & Pest Council is comprised of 23 Weed & Pest districts in the State of Wyoming. One of the main goals of the Council is to provide coordination and leadership in the fight against designated and declared noxious weeds & pests and invasive species in the State of Wyoming. The Council works closely with the Wyoming Department of Agriculture and the

University of Wyoming to keep current with the latest technology and research available in the ongoing management of noxious weeds and pests. <http://www.wyoweed.org/> or
Council President John Watson, 1195 South Guernsey Road, Wheatland, WY 82201 Phone: 307-836-2647

Vice President Randy Laughter 125 Pawnee Creek Green River, WY 82935 Phone: 307-875-6184

Branch of National Cattleman's Beef Assoc. NCBA – Public Lands Council

Since 1968, the Public Lands Council (PLC) has represented cattle and sheep producers who hold public lands grazing permits, preserving the natural resources and unique heritage of the West. These ranchers own nearly 120 million acres of the most productive private land and manage vast areas of public land, accounting for critical wildlife habitat and the nation's natural resources. PLC works to advocate for these western ranchers who use public lands as a means to provide food and fiber to the the nation and the world.

Upcoming Meetings:

PLC/NCBA Legislative Conference: March 23-26, 2015 - Washington, DC

NCBA Summer Conference: July 15-18, 2015 - Denver, Colorado

2015 PLC Annual Meeting: September 9-12, 2015 - Wyoming

Contact Info:

Dustin at dvanliew@beef.org, or at (202) 347-0228, ext. 126.

1301 Pennsylvania Ave. NW Suite 300 Washington, D.C. 20004

P 202-347-0228 F 202-638-0607

Wyoming Stock Growers Assoc.

The mission of the Wyoming Stock Growers Association is to serve the livestock business and families of Wyoming by protecting their economic, legislative, regulatory, judicial, environmental, custom, and cultural interests. **Haley Lockwood** Wyoming Stock Growers Association, 113 East 20th Street , P.O. Box 206, Cheyenne, WY 82003, Phone: (307) 638-3942, Fax: (307) 634-1210

Upcoming event:

Wyoming Cattle Industry Convention & Trade Show

When Jun 3 – 6, 2015

Where Sheridan, WY 82801, USA

Wyoming Association of Conservation Districts

The Wyoming Association of Conservation Districts provides leadership for the conservation of Wyoming's soil and water resources, promotes the control of soil erosion, promotes and protects the quality of Wyoming's waters, reduce siltation of stream channels and reservoirs, promote wise use of Wyoming's water, and all other natural resources, preserve and enhance wildlife habitat, protect the tax base and promote the health, safety and general welfare of the citizens of this state through a responsible conservation ethic. 34 conservation districts in 23 counties.

517 E. 19th Street

Cheyenne, WY 82001

(307) 632-5716 phone

(307) 638-4099 fax
Bobbie Frank, Executive Director
bobbie.frank@conserve.wy.com

The Wyoming Department of Agriculture

The Wyoming Department of Agriculture assists the citizens of Wyoming to live safe and healthy lives, promote and preserve our agricultural community, be responsible stewards of our natural resources, and achieve integrity in the marketplace.

The WDA is comprised of six sections: Administrative Services, Analytical Services (Chemistry & Microbiology Laboratories), Consumer Health Services, **Natural Resources & Policy**, Technical Services, and Wyoming State Fair.

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